

# Dissemination Report

## Deliverable

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## INTERNAL REFERENCE

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## DOCUMENT STATUS

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# 1 General

The overall dissemination plan of the project FISMEP comprises the communication of activities and results from all work packages, particularly the field tests (WP 2 to 3) and the platform coordination/validation (WP5), in exchange with the ERA-Net Smart Grids Plus Knowledge Community (WP6).

Dissemination, i.e. communication of project activities and – most importantly – results, can be carried out by means of various communication channels. These channels include both digital media (e.g. project website, social media, video) as well as print material (e.g. flyer, brochure etc.), general press texts, professional articles in journals and conferences/fairs. Naturally, a wide range of communication channels and media allows to reach different target groups and make relevant information accessible to them. In the case of FISMEP, there are three target groups to be distinguished : the scientific community, industry (particularly SMEs) and users/consumers.

In the following, the different communication channels and media chosen for FISMEP will briefly be presented, taking into account which target group is addressed by which channel and what the added value of each channel is.

## 2 Communication Channels

### 2.1 Project Website

The FISMEP project website ([www.fismep.eu](http://www.fismep.eu)) is the primary communication channel and also the first deliverable of WP7. The website is the main source of information on the project accessible to the broad public throughout the duration of the project and beyond.

The website is divided into different sections providing different information (i.e. texts). There is **general information** on the project explaining what FISMEP is about and what the overall objectives are. There is an **overview** of the **project partners** as well as the **project structure** (i.e. work packages) and detailed outlines of the three **field tests**.

An essential part of the dissemination will be the **news** section of the website, similar to a blog. Here, different information on project activities and results will be published in the form of reports or press releases in order to communicate the latest findings. Deliverables and reports on project activities/results will be used as input sources from which information will be extracted and edited into respective texts.

### 2.2 Social Media

#### 2.2.1 Twitter

FISMEP has its own Twitter account (<https://twitter.com/fismep>) which allows for dissemination directed towards more concrete target groups (e.g. research, academia, industry etc.). All updates from the news section of the website will be featured as short teaser tweets. Attached hyperlinks will then re-direct readers to the news section of the project website via hyperlink where they can read the full texts. The idea behind using Twitter is to gain more attention and interest through re-tweets from followers and spreading information across the scientific, academic and industrial Twitter community.

#### 2.2.2 LinkedIn

LinkedIn (<https://www.linkedin.com/company/fismep/>) is another social media channel used for FISMEP. Here, the dissemination is also directed towards the research and academic community but also incorporates a focus on an industrial target group, particularly KMUs, all of which use LinkedIn as a social media outlet. Just as mentioned above, the aim is to spread information across different target groups and obtain new prospects from both science, academia and industry.

## 2.3 Press Work

As with any project work done in research and development, dissemination for FISMEP will also be carried out by general press work (texts) through which results are communicated from a scientific point of view. This will be done by FEN GmbH via the FEN and FISMEP website) as well as by using research-based online press platforms such as IDW (Informationsdienst Wissenschaft), for example. This way, the scope of reaching target groups from research, academia and industry will be further extended. Also, the press texts will be provided for accredited research journalists who can further contribute to the dissemination process.

## 2.4 Journals

Dissemination can also be carried out by working together with scientific journals focusing on energy-related research. There could be "guest contributions" in the form of articles about FISMEP and its findings which could be published in these journals, both nationally as well as internationally.

## 2.5 Print Material

Besides the above mentioned digital media, marketing and communication measures for FISMEP will also include print material such as a project flyer, posters and a brochure. A flyer containing general information on the project (similar to the website texts) can be used at conferences/trade fairs where FISMEP might be represented by either of the project partners.

Another idea is to design a poster for each of the three field tests, showing informational text as well as graphics, which will be given to the project partners in Sweden, Romania and Germany. Thereby, the project partners can promote their individual project activities and contributions on-site, e.g. at their facilities or at events they attend, while at the same time facilitating transnational marketing.

A brochure summarizing the FISMEP project, its objectives, results and evaluation is scheduled to be made available at the very end of the project, i.e. when results and evaluations are at hand. The brochure will contain all the collected relevant information and will be provided as a print version as well as a digital version for download via the FISMEP website.

## 2.6 Project Video

Similar to the aforementioned project brochure, a FISMEP project video will be made at the end of the project. The video will have a duration of two to three minutes and may contain interview sequences with the project partners as well as graphics/animations to summarize the project and its results. Since digital media are becoming more and more important, this format may be a refreshing alternative to a brochure and can be used by all project partners even after the project ended. Another option would be to make the video available on YouTube, which is the most popular online video platform, as well. This could be done by all of the project partners (provided they have a YouTube channel) or just by FEN.

## 2.7 MyFISMEP – Project Intranet

Not only the external communication of the project activities/results is an important aspect within R&D but also the internal communication between the involved project partners. Therefore, "myFISMEP" is conceptualized as an internal communication and sharing platform exclusively for the project partners that is accessible via the FISMEP website. All project partners will get their individual login data (username, password) and can then download documents (e.g. deliverables, presentations, templates, print material etc.). Moreover, there will be a forum where the project partners can communicate with each other by initiating discussions or asking questions. Such an intranet platform is especially helpful in that it enables quick and easy communication and collaboration between three project countries. All project partners have equal access to all documents at every time and share equal involvement within the communication forum.

## 3 Conferences and Trade Fairs

Conferences and trade fairs are another way to carry out dissemination, for example by handing out flyers that inform representatives from research and industry about FISMEP. This is, however, not a predominant means of dissemination and is merely considered an option that every project partner may take.

### **Disclaimer**

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### **About ERA-Net Smart Grids Plus**

ERA-Net Smart Grids Plus is an initiative of 21 European countries and regions. The vision for Smart Grids in Europe is to create an electric power system that integrates renewable energies and enables flexible consumer and production technologies. This can help to shape an electricity grid with a high security of supply, coupled with low greenhouse gas emissions, at an affordable price. Our aim is to support the development of the technologies, market designs and customer adoptions that are necessary to reach this goal. The initiative is providing a hub for the collaboration of European member-states. It supports the coordination of funding partners, enabling joint funding of RDD projects. Beyond that ERA-Net SG+ builds up a knowledge community, involving key demo projects and experts from all over Europe, to organise the learning between projects and programs from the local level up to the European level.

[www.eranet-smartgridplus.eu](http://www.eranet-smartgridplus.eu)